

IN THE CLAIMS:

Please, without prejudice, amend the claims as follows:

-- 1. (cancelled) --

-- 2. (cancelled) --

-- 3. (cancelled) --

-- 4. (original) A cantilevered display assembly comprising:

a distal advertising display segment comprising a frame peripherally disposed in respect to an advertising area and at least one source of illumination;

a pivotable mounting hanger segment connected to the frame at a proximal region of the frame;

a proximal mounting segment comprising a connector for cantilever mounting the assembly to a shelf molding strip and about which the mounting hanger segment and the display segment unitarily pivot responsive to external forces;

a return mechanism disposed at the pivot site;

a self-contained source of electrical power disposed behind the molding strip and beneath a shelf, the source of electrical power being electrically connected across the segments to the source of illumination. --

-- 5. (original) A cantilevered display assembly according to Claim 4 further comprising a housing below the shelf behind the molding strip in which the source of electrical power is placed.

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-- 6. (original) A cantilevered display assembly comprising:

a distal sign comprising at least one source of illumination;

a proximal mounting portion which holds the distal sign in cantilevered relation, the proximal mounting portions comprising a connector clamp for cantilever mounting the assembly to a molding strip of a shelf;

a self-contained source of electrical power disposed behind the molding strip beneath the shelf, the source of electrical power being electrically connected to the source of illumination across the proximal mounting portion. --

-- 7. (original) A cantilevered display assembly according to Claim 6 wherein the connector clamp comprises a first clamp portion thereof disposed behind the molding strip below the shelf and a second clamp portion disposed in front of the molding strip of the shelf. --

-- 8. (original) A cantilevered display assembly according to Claim 7 wherein the first clamp portion of the proximal mounting portion comprises a housing in which the source of illumination is disposed. --

-- 9. (cancelled) --

-- 10. (cancelled) --

-- 11. (cancelled) --

-- 12. (cancelled) --

-- 13. (original) An advertising display assembly for point-of-purchase cantilever extension into a shopping aisle, the assembly comprising:

a mounting segment comprising a proximal clamp by which the assembly is releasibly attached in cantilever relation to a point-of-purchase molding comprising part of a shelf;

a removable advertising display supported by the mounting segment and comprising a frame, a source of illumination and an advertising area within the frame;

a source of electrical power disposed behind the molding beneath the shelf;

electrical conductors disposed between the source of electrical power and the source of illumination across the mounting segment. --

-- 14. (original) An advertising display assembly according to Claim 13 further comprising a pivotable segment interposed between the mounting segment and the display. --

-- 15. (cancelled) --

-- 16. (original) A method of advertising via cantilevered display mechanism extending transversely into a point-of-purchase shopping aisle, comprising the steps of:

clamping a proximal clamp to a shopping aisle molding of a shelf so that a hanger segment, attached distally to the proximal clamp, extends transversely into the aisle in cantilevered relation;

supplying electrical power from at least one battery carried by the proximal clamp disposed behind the molding beneath the shelf;

pivably interfacing a cantilevered advertising display segment comprising at least one source of illumination and a distal part of the hanger segment so that a proximal portion of the display segment removably and replaceably connects to a distal display portion;

electrically connecting the battery to the source of illumination. --

-- 17. (original) A display comprising a peripheral frame extending transversely into a shopping aisle, having at least one advertising areas disposed within the peripheral frame and at least one light, a mount releasibly connected to a molding strip of a shelf to which the display is pivotably connected and a source of electrical power beneath the shelf and electrically connected to the light.

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-- 18. (original) A method of advertising via a cantilevered display mechanism mounted to a molding strip of a shelf and extending transversely into a point-of-purchase shopping aisle, comprising the steps of:

releasably connecting a removable and exchangeable distal advertising display comprising a source of illumination to a pivotable hanger segment;

supporting the distal advertising display by the pivotable hanger segment in cantilevered relation;

clamping a proximal segment of the display mechanism to the molding strip;

positioning a source of electrical power below the shelf and behind the molding strip and connecting the source of electrical power to the source of illumination. --

-- 19. (original) An advertising display assembly comprising a pivotably mounted display comprising a source of light and a light-transmitting elongated rod leaving an axis into which the light from the source is introduced and from which light is emitted along the length of the rod from the display in a direction generally transverse to the axis. --